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## **The Ultimate Sales Letter 4Th Edition: Attract New Customers. Boost your Sales.**

*Dan S Kennedy*

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**Dan S Kennedy : The Ultimate Sales Letter 4Th Edition: Attract New Customers. Boost your Sales.** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Ultimate Sales Letter 4Th Edition: Attract New Customers. Boost your Sales.:

6 of 7 people found the following review helpful. Formulaic book.By F. TamayoThe book is all about practicality. I believe the strongest advise he has is to make swipe files. I created a sales letter from just the instructions but did not

look at what others have done and it flopped. So, copy what works. Do not reinvent the wheel. He says the process is less creative and more formulaic. I would say stick to exactly what he says. 8 of 8 people found the following review helpful. The one copywriting reference you need. By Chuck Rylant. If you want one reference book that you will refer to over and over again when writing copy, this is it. This book begins with the basics of copy writing for mine and my clients' projects. It and gives you a few formulas and samples to get you started. I use this book whenever I have a new marketing message to create. It is also the same formula for video sales letters, tele-seminars, and selling from the stage, so don't think this is dated material if you think long form copy writing is dead. 0 of 0 people found the following review helpful. Great read and VERY helpful...all business owners need this book!!! By David Love. Love this book!! get it and get to work on your business copywriting....learn what really matters in your business; it is not "being" a good "technician, or getting better at the services that you provide, or the operations that you run...it is about learning the psychology of the people that you sell to and what attracts them!! THIS book has helped me in my learning of sales copy, but more importantly it gets into the core principles of marketing. Great great and very helpful.

**Write Well to Sell Big!** In the age of e-mail and instant communication, great sales copy is indispensable to closing a deal. But too many sales letters end up in the junk file or the wastebasket. In this new edition of his top-selling book, author Dan Kennedy explains why some sales letters work and most don't. And he shows how to write copy that any business can use. Among other things, he provides: Completely updated text and examples. Great headline formulas. New exercises to spark creativity. The best way to use graphics. Kennedy is the most successful, highly paid direct-response copywriter in the country. In this book, he shares his step-by-step formula so everyone can write letters that will nail the sale.

**About the Author** Dan S. Kennedy has been writing and lecturing about sales for more than two decades. His popular *The No B.S. Marketing Newsletter* reaches thousands of people, and he speaks to many more in person each year. He is the author of *No B.S. Business Success*, *No B.S. Sales Success*, and *The Ultimate Marketing Plan*.